



PTO/SB/08a (04-07)

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 2

Complete if Known

Application Number	09/372,416
Filing Date	August 11, 1999
First Named Inventor	Jonathan Dorfman
Art Unit	2178
Examiner Name	Thu V. Huynh
Attorney Docket Number	

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
/TH/	AA	US- 5,347,632	09-13-1994	Fillepp et al.	
	AB	US- 5,737,619	04-07-1998	Judson	
	AC	US- 5,754,938	05-19-1998	Herz et al.	
	AD	US- 5,754,939	05-19-1998	Herz et al.	
	AE	US- 5,774,868	06-30-1998	Cragun et al.	
	AF	US- 5,794,219	08-11-1998	Brown	
	AG	US- 5,887,133	03-23-1999	Brown et al.	
	AH	US- 5,918,014	06-29-1999	Robinson	
	AI	US- 5,933,811	08-03-1999	Angles et al.	
	AJ	US- 5,948,061	09-07-1999	Merriman et al.	
V	AK	US- 5,991,735	11-23-1999	Gerace	
	AL	US- 5,999,912	12-07-1999	Wodarz et al.	
/TH/	AM	US- 6,385,592	05-07-2002	Angles et al.	
	AN	US- 5,794,210	12-11-1995	Goldhaber et al.	
	AO	US- 6,026,368	07-17-1995	Brown et al.	
		US-			
		US-			
		US-			

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	1*
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				

Examiner Signature	/Thu Huynh/	Date Considered	06/17/2008
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TH	BA	US- 4,703,423	10-27-1987	Bado et al.	
	BB	US- 4,789,928	12-06-1988	Fujisaki	
	BC	US- 5,105,184	04-14-1992	Pirnai et al.	
	BD	US- 5,305,195	04-19-1994	Murphy	
	BE	US- 5,515,270	05-07-1996	Weinblatt	
	BF	US- 5,584,025	12-10-1996	Keithley et al.	
	BG	US- 5,684,963	10-04-1997	Clement	
	BH	US- 5,710,884	01-20-1998	Dedrick	
	BI	US- 5,721,827	02-24-1998	Logan et al.	
	BJ	US- 5,724,521	03-03-1998	Dedrick	
TH	BK	US- 5,740,549	04-14-1998	Reilly et al.	
	BL	US- 5,745,882	04-28-1998	Bixler et al.	
		US-			
		US-			
		US-			

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Sheet 1 of 5

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Application Number	09/372,416
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First Named Inventor	Jonathan Dorfman
Art Unit	2178
Examiner Name	Thu V. Huynh
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NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
/TH/	CA	Frook, John Evans, "Web sites sell ad space through auction—Despite industry skepticism, Individual Inc. and Netscape try out new strategies", Interactive Age, v2, n20, p. 5, 1 page, Jul. 1995	
	CB	Article by Toland, P., entitled "CNET: The Computer Network Unveils Revolutionary Internet Advertising Tool That Allows Customer Banner Ad Delivery Based on Demographic Information", PR Newswire, Dateline: San Francisco, Dec. 6, 1995 (3 pages).	
	CC	"Sites Dip Into Cookies to Track User Info", 2 pgs. Obtained from Internet site http://www.webweek.com printed from Internet Aug. 5, 1996	
	CD	"Cybertimes Start Ups Plot to make the Web Comfortable for Advertisers" 4 pgs Obtained from Internet site http://www.netgravity.com printed from Internet Mar. 28, 1996	
	CE	Click here for DoubleClick Information Request Form et. seq." 82 pgs. Obtained from Internet site http://www.doubleclick.net printed from Internet Aug. 4, 1996	
	CF	"Focalink Welcome to Focalink" 34 pgs. Obtained from Internet site http://www.focalink.com etc. printed from Internet Aug. 8, 1996	
	CG	"About Worldata Worlddata Information Marketing Services", 48 pgs. Obtained from Internet site http://www.worldata.com printed from Internet Sep. 3, 1996	
	CH	Imgis AdForce Features and Benefits: 12 pgs Obtained from Internet site http://www.imgis.com printed from Internet Jul. 28, 1996	
	CI	"Narrowline Announces 'Brought To You By' - An Internet Advertising Transaction System Now Entering Pilot Period", PR Newswire, Dec. 20, 1996, 2 pages	
/TH/	CJ	Copy of Report re Advertising on the Internet in the U.K. by KPMG, report for year 1996, 23 pages	

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Sheet **2** of **5****Complete if Known**

Application Number	09/372,416
Filing Date	August 11, 1999
First Named Inventor	Jonathan Dorfman
Art Unit	2178
Examiner Name	Thu V. Huynh
Attorney Docket Number	

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
/TH/	DA	Cathy Taylor, "Ziff, 'Click to rep net ads.", Mediaweek article, 3/25/1996, 1 page	
	DB	Gary Welz, "Web Advertising IV: Double Click, Inc.", Web Developer Article, 07/24/1996, 3 pages	
	DC	Brian Black, "Giant Steps; Flycast"; Database Programming and Design, Jan. 1997, 4 pages	
	DD	Wikipedia, "Ebay", printed from the Internet 11/23/2006, 8 pages	
	DE	Japanese Document, A Multi Agent Approach to Service Integration, Technical Report of the EICE AI-96-23 (1996-11) of Japan, Vol. 96 Issue No. 346, Ueno et al., November 2, 1996 p. 9-16	✓
	DF	Japanese Document, An Agent-based Approach to Autonomous Vehicles Scheduling, OKI Electric research and development, OKI Electric, Japan, Vol. 63, Issue No. 3, Unoki et al., July 1, 1996, pp. 79-84	✓
	DG	Japanese Document, Marketing Strategy of E-commerce, Diamond, Japan, YASUDA, Ryuji, December 5, 1996, P. 174	✓
	DH	Japanese Document, A New Advertising Business Framework in the 1:1 Marketing, Technical Report of the Information Processing Society of Japan, Vol. 37, Issue No. 6, Kohda et al. June 15, 1996, pp. 1235-1236	✓
/TH/	DI	Japanese Document, A Method of Knowledge Escription for Multi Agent System, Forum in 1996 of JSAI, Japan Society for Artificial Intelligence, Matsuda et al., June 27, 1996 p 131-134	✓

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/Thu Huynh/

Date
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Sheet **3** of **5**

Complete If Known

Application Number **09/372,416**
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 First Named Inventor **Jonathan Dorfman**
 Art Unit **2178**
 Examiner Name **Thu V. Huynh**
 Attorney Docket Number

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/TH/	EA	Roth's Transmittal of Preliminary Statement, paper 27, Interference No. 104,443, 19 pages, 8/15/2000	
	EB	Roth's Preliminary Motion No. 1, paper 21, Interference No. 104,443, 13 pages, 8/15/2000	
	EC	Roth's Preliminary Motion No. 2, paper 22, Interference No. 104,443, 24 pages, 8/15/2000	
	ED	Roth's Preliminary Motion No. 3, paper 23, Interference No. 104,443, 18 pages, 8/15/2000	
	EE	Roth's Preliminary Motion No. 4, paper 23, Interference No. 104,443, 13 pages, 8/15/2000	
	EF	Roth's First Declaration of Heidi K. Carson, paper 24, Interference No. 104,443, 36 pages, 8/14/2000	
	EG	Sundby's Opposition to Roth's Motion No. 1, paper 29, Interference No. 104,443, 7 pages, 9/25/2000	
	EH	Opposition to Roth's Motion No. 2, paper 30, Interference No. 104,443, 6 pages, 9/25/2000	
	EI	Opposition to Roth's Motion No. 3, paper 31, Interference No. 104,443, 2 pages, 9/25/2000	
/TH/	EJ	Opposition to Roth's Motion No. 4, paper 32, Interference No. 104,443, 3 pages, 9/25/2000	

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/TH/	EK	Reply Brief Relating to Roth's Motion No. 1, paper 33, Interference No. 104, 443, 8 pages, 10/17/2000	
	EL	Reply Brief Relating to Roth's Motion No. 2, paper 34, Interference No. 104, 443, 4 pages, 10/17/2000	
	EM	Reply Brief Relating to Roth's Motion No. 3, paper 35, Interference No. 104, 443, 3 pages, 10/17/2000	
	EN	Reply Brief Relating to Roth's Motion No. 4, paper 36, Interference No. 104, 443, 3 pages, 10/17/2000	
	EO	Roth's Motion No. 5, paper 37, Interference No. 104,443, 8 pages, 12/18/2000	
	EP	Sundby's Opposition to Roth's Motion No. 5, paper 41, Interference No. 104,443, 3 pages, 1/2/2001	
	EQ	Order to Dismiss Motion No. 5, paper 40, Interference No. 104,443, 2 pages, 1/2/2001	
	ER	Roth's Notice of Withdrawal of Motions Nos. 1-4, paper 42, Interference No. 104,443, 2 pages, 1/10/2001	
	ES	Judgment, paper 44, Interference No. 104,443, 2 pages, 1/12/2001	
/TH/			

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/TH/	FA	Official Notice in corresponding Japanese application dated 2/28/06, 11 pages	
	FB	Official Notice in corresponding Japanese application dated 2/28/07, 7 pages	
	FC	Examiner Requisition in corresponding Canadian application dated 3/5/03, 3 pages	
	FD	Examiner Requisition in corresponding Canadian application dated 4/19/05, 5 pages	
/TH/	FE	Examination Report in corresponding European application, dated 8/16/06, 3 pages	

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